C7715-3 A
1/31/89

NOVEMBER
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	18234	24410	74.70	2.39	3.36
(LeBaron)	7813	13231	59.05	1.02	1.82
(New Yorker)	8045	4343	185.24	1.05	.60
(5th AVE)	1723	6056	28.45	.23	.83
(Imperial)	-	-	-	-	-
DODGE	36265	29301	123.77	4.74	4.03
(Daytona)	3927	3255	120.65	.51	.45
(Shadow)	6737	5457	123.46	.88	.75
(Spirit)	139	-	-	.02	-
(Dynasty)	7744	613	-	1.01	.08
(Aries)	8074	9402	85.88	1.06	1.30
PLYMOUTH	23112	22789	101.42	3.03	3.13
(Horizon)	4249	2307	184.18	.56	.32
(Sundance)	7106	4817	147.52	.93	.66
(Acclaim)	114	-	-	.01	-
(Reliant)	7734	9397	82.30	1.02	1.29
(Laser)	-	-	-	-	-
EAGLE	5873	3091	190.00	.77	.42
(Premier)	3659	-	-	.48	-
CHRYSLER MTRS CORP.	83484	79591	104.89	10.93	10.94
FORD	111236	96456	115.39	14.57	13.26
(Escort)	27780	28290	98.20	3.64	3.89
(Probe)	10005	-	-	1.31	-
(Mustang)	11101	12153	91.34	1.45	1.67
(Tempo)	18737	12441	150.61	2.45	1.71
(Taurus)	25010	22778	109.80	3.27	3.13
(Crown Victoria)	8144	8087	100.70	1.07	1.11
(Thunderbird)	5567	9460	58.85	.73	1.30
LINCOLN	15452	13388	115.42	2.02	1.84
MERCURY	31306	31711	98.72	4.11	4.36
(Topaz)	6940	3584	193.64	.91	.49
(Sable)	7589	7253	104.63	.99	1.00
(Cougar)	3604	7154	50.38	.47	.98
(Grand Marquis)	8931	8752	102.05	1.18	1.21
LINC/MERC. DIV.	47784	46187	103.46	6.26	6.35
FORD MOTOR CO.	159080	142643	111.52	20.83	19.61
BUICK	45456	39897	113.93	5.95	5.48
(Skyhawk)	1761	3083	57.12	.23	.42
(Somerset/Skylrk)	3572	3783	94.42	.47	.52
(Century)	12220	10820	112.94	1.59	1.49
(Regal)	9532	6318	150.87	1.25	.87
(Riviera)	1451	828	175.24	.19	.11
(Reatta)	534	-	-	.07	-
CADILLAC	20989	19945	105.23	2.75	2.74
(Allante)	153	244	62.70	.02	.03
(Eldorado)	2484	1783	139.32	.32	.25
(Seville)	1803	1822	98.96	.24	.25
CHEVROLET	96441	93332	103.33	12.63	12.84
(Nova)	3681	4661	78.97	.48	.64
(Celebrity)	18778	19419	96.70	2.46	2.68
(Corsica)	11005	7104	154.91	1.44	.98
(Beretta)	10711	7279	147.15	1.40	1.00
(Cavalier)	21383	18694	114.38	2.81	2.57
(Camaro)	7745	6171	125.51	1.01	.85
(Corvette)	1502	2028	74.06	.20	.28
(Monte Carlo)	714	4985	14.33	.09	.68
OLDSMOBILE	53934	45052	119.71	7.06	6.19
(Calais)	7921	6133	129.15	1.04	.84
(Cutlass Ciera)	16711	14893	112.21	2.19	2.05
(Cutlass)	10955	5714	191.72	1.43	.79
(Toronado)	873	1260	69.29	.11	.17
PONTIAC	57507	46084	124.79	7.53	6.33
(Sunbird)	6313	4620	136.65	.83	.64
(Grand Am)	16905	14953	113.05	2.21	2.05
(6000)	7156	8972	79.76	.94	1.23
(Bonneville)	7626	7775	98.08	1.00	1.07
(Firebird)	3732	3629	102.84	.49	.50
(Fiero)	980	1838	53.32	.13	.25
(Grand Prix)	9119	554	-	1.19	.08
GEN. MTRS CORP.	274327	244310	112.29	35.92	33.58
MISC. Domestic	13	5	260.00	-	-
Other Import	246866	260938	94.61	32.32	35.87
U.S. TOTAL	763770	727487	104.99		

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UNITED STATES SUMMARY R. 9-88
NOVEMBER 1988 ISSUED 01/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% INC		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	260502	270409	96.34	2.72	2.90	297401
(LeBaron)	130529	150546	86.70	1.36	1.62	165025
(New Yorker)	83959	51707	162.37	.88	.55	57721
(5th AVE)	36973	52829	69.99	.39	.57	58583
(Imperial)	-	-	-	-	-	-
DODGE	451617	371438	121.59	4.71	3.98	408333
(Daytona)	66344	32715	202.79	.69	.35	37125
(Shadow)	81324	70050	116.09	.85	.75	76927
(Spirit)	140	-	-	-	-	-
(Dynasty)	65719	755	-	.69	.01	2276
(Aries)	92447	89724	103.03	.96	.96	101266
PLYMOUTH	306885	317335	96.71	3.21	3.41	344656
(Horizon)	55953	46115	121.33	.58	.49	46864
(Sundance)	78771	69441	113.44	.82	.75	75313
(Acclaim)	114	-	-	-	-	-
(Reliant)	103292	94625	109.16	1.09	1.02	106156
(Laser)	-	-	-	-	-	-
EAGLE	56094	40782	137.55	.59	.44	44740
(Premier)	34114	-	-	.38	-	111
CHRYSLER MTR CORP.	1075098	999964	107.51	11.23	10.77	1095130
FORD	1436965	1297757	110.73	15.02	13.97	1421259
(Escort)	351095	361931	97.01	3.68	3.89	393766
(Probe)	57433	-	-	.60	-	-
(Mustang)	155904	158316	98.48	1.63	1.70	171026
(Tempo)	252942	200781	125.98	2.64	2.15	223350
(Taurus)	344238	325314	105.82	3.60	3.49	357652
(Crown Victoria)	103482	109118	94.83	1.08	1.17	118464
(Thunderbird)	110332	121270	90.98	1.15	1.30	132080
LINCOLN	170869	151750	112.60	1.79	1.63	167290
MERCURY	442757	427099	103.67	4.62	4.58	464382
(Topaz)	77146	58295	132.34	.81	.63	63217
(Sable)	108973	94263	115.61	1.13	1.01	103159
(Cougar)	96323	101907	94.52	1.01	1.09	110112
(Grand Marquis)	105356	108675	96.95	1.10	1.16	118255
LINC/MERC. DIV.	624034	591193	105.56	6.52	6.34	645171
FORD MOTOR CO.	2060999	1888950	109.11	21.54	20.27	2066470
BUICK	528599	508206	104.01	5.52	5.45	557095
(Skyhawk)	24213	36363	66.59	.25	.39	39509
(Somerset/Skylrk)	54058	63654	84.92	.56	.68	68028
(Century)	116683	141358	82.54	1.23	1.51	152189
(Regal)	113782	50064	227.27	1.19	.54	58771
(Riviera)	9462	15391	61.48	.10	.17	16493
(Reatta)	3321	-	-	.03	-	18
CADILLAC	232060	236658	98.06	2.42	2.54	258991
(Allante)	2982	1741	171.28	.03	.02	2068
(Eldorado)	27844	17838	156.09	.28	.19	20357
(Seville)	19764	18605	106.23	.21	.20	20725
CHEVROLET	1351194	1383844	97.64	14.13	14.86	1496074
(Nova)	93005	130816	71.10	.97	1.40	135120
(Celebrity)	229914	289702	79.36	2.40	3.12	313885
(Corsica)	181509	91030	199.39	1.90	.98	100231
(Beretta)	166812	99680	167.35	1.74	1.07	108614
(Cavalier)	278548	274488	101.48	2.93	2.95	298995
(Camaro)	88143	109958	80.16	.92	1.18	117060
(Corvette)	21173	22478	94.19	.22	.24	24878
(Monte Carlo)	29586	59039	50.11	.31	.63	63854
OLDSMOBILE	649886	665711	97.62	6.79	7.14	717262
(Calais)	95553	93870	101.79	1.00	1.01	100882
(Cutlass Ciera)	217404	229391	94.77	2.27	2.45	246658
(Cutlass)	99903	90065	110.92	1.04	.97	95403
(Toronado)	14174	14710	96.36	.15	.16	16199
PONTIAC	689309	645362	106.81	7.20	6.93	698143
(Sunbird)	73907	74822	98.78	.77	.80	80166
(Grand AM)	204165	199222	102.48	2.13	2.15	214141
(6000)	88538	113623	77.92	.93	1.22	124199
(Bonneville)	98229	90802	109.14	1.03	.97	99825
(Firebird)	52865	69179	76.42	.55	.74	73822
(Fiero)	23178	40404	57.37	.24	.43	42663
(Grand Prix)	86911	13262	655.34	.91	.14	14344
GEN. MTRS CORP.	3451048	3439781	100.33	36.06	36.92	3727565
Misc. Domestic	138	70	197.14	-	-	80
Other Import	2982939	2988963	99.80	31.17	32.08	3276415
U.S. TOTAL	9570222	9317728	102.71			10165660

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	7	-	290	1391	20.85	.01	.03
Chevrolet	107208	26.96	1211592	1065268	113.74	25.46	23.45
Dodge	38826	9.76	520318	517000	100.64	10.94	11.38
Ford	116424	29.31	1386490	1308074	105.99	29.14	28.81
Freightliner	2315	.58	21822	21549	101.27	.46	.47
G.M.C.	30364	7.64	353646	308555	114.61	7.43	6.79
Hino	143	.04	1826	1541	118.49	.04	.03
Isuzu	8606	2.16	83328	88745	93.90	1.75	1.95
Iveco	347	.09	2437	2092	116.49	.05	.05
Jeep	20250	5.09	222165	183566	121.03	4.67	4.04
Kenworth	1469	.37	15495	13325	116.29	.33	.29
Mack/Midliner	1999	.50	22716	20670	109.90	.48	.46
Mercedes Benz	271	.07	2831	3695	76.62	.06	.08
Navistar	6487	1.63	76931	64132	119.96	1.62	1.41
Nissan	12212	3.07	155287	203436	76.33	3.26	4.48
Peterbilt	1409	.35	15313	11331	135.14	.32	.25
Plymouth	13265	3.34	174694	124661	140.14	3.67	2.74
Scania	9	-	132	108	122.22	-	-
Volvo	172	.04	1613	2210	72.99	.03	.05
Western Star	114	.03	1309	1292	101.32	.03	.03
White	14	-	1828	7522	24.30	.04	.17
WHITEGMC	1450	.36	10804	-	-	.23	-
Other Imports	33565	8.44	465967	585948	79.52	9.79	12.90
Miscellaneous Domestic	695	.17	9135	6214	147.01	.19	.14
U. S. Total	397621		4757969	4542325	104.75		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 8-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	290
Chevrolet	719186	450421	24974	1858	257	7184	7376	336
Dodge	415619	104699	-	-	-	-	-	-
Ford	715866	603426	-	15582	-	8868	30373	12375
Freightliner	-	-	-	-	-	-	-	21822
G.M.C	170945	149060	2550	772	4671	10065	13974	1609
Hino	-	-	-	-	514	438	874	-
Isuzu	77472	-	4351	368	364	407	366	-
Iveco	-	-	1330	622	327	158	-	-
Jeep	209105	13060	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	405	15090
Mack/Midliner	-	-	-	-	-	1470	2327	18919
Mercedes Benz	-	-	-	-	-	1032	1799	-
Navistar	-	-	-	159	294	24041	21750	30687
Nissan	153975	-	-	-	704	234	374	-
Peterbilt	-	-	-	-	-	-	356	14957
Plymouth	174694	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	132
Volvo	-	-	-	-	-	-	1366	247
Western Star	-	-	-	-	-	-	-	1309
White	-	-	-	-	-	-	-	1828
WHITEGMC	-	-	-	-	-	-	-	10804
Other Imports	461311	2223	1269	-	425	455	284	-
Miscellaneous Dimestic	-	1386	-	4972	1043	-	59	1675
Total	3098173	1324275	34474	24333	8599	54352	81683	132080
1987 Total	3119227	1131704	34932	4305	7745	43703	81099	119610
1988 vs '87	99.33	117.02	98.69	565.23	111.03	124.37	100.72	110.43

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	45257	.47	53001	.57
Chevrolet Spectrum	63747	.67	72800	.78
Chrysler Conquest	9039	.09	10570	.11
Dodge Colt DL SW	39259	.41	39182	.42
Dodge Colt Vista SW	9467	.10	14960	.16
Eagle Medallion	13549	.14	11289	.12
Eagle Summit	2347	.02	-	-
Ford Festiva	61539	.64	20499	.22
GM Lotus	-	-	-	-
L-M XR4	5308	.06	8121	.09
L-M Scorpio	5100	.05	4223	.05
Mercury Capri	-	-	-	-
Mercury Tracer	52009	.54	27782	.30
Plymouth Colt DL SW	34926	.36	35493	.38
Plymouth Colt Vista SW	8624	.09	13734	.15
Pontiac LeMans	55006	.57	29704	.32
T/C by Maserati	-	-	-	-
Others	-	-	759	.01
Total Domestic Sponsored Imports	405177	4.23	342117	3.67
OTHER IMPORTS				
Acura	118085	1.23	95151	1.02
Audi	22726	.24	40107	.43
BMW	67885	.71	79424	.85
Honda	605425	6.33	559037	6.00
Hyundai	243308	2.54	240933	2.59
Mazda	233806	2.44	194632	2.09
Mercedes Benz	76907	.80	85196	.91
Mitsubishi	58269	.61	56041	.60
Nissan	429909	4.49	475086	5.10
Saab	37718	.39	41922	.45
Subaru	145106	1.52	156144	1.68
Toyota	583727	6.10	554831	5.95
Volkswagen	155393	1.62	163750	1.76
Volvo	88800	.93	93630	1.00
Yugo	28918	.30	45012	.48
Others	86957	.91	108067	1.16
Total Other Imports	2982939	31.17	2988963	32.08
GRAND TOTAL ALL IMPORT CARS	3388116	35.40	3331080	35.75

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	50336	1.06	62 92	1.38
Dodge RAIDER	7179	.15	18737	.40
OTHER IMPORTS				
Isuzu	77472	1.63	83863	1.85
Mazda	89684	1.88	121478	2.67
Mitsubishi	46780	.98	52504	1.16
Nissan	153975	3.24	201836	4.44
Subaru	33	-	1565	.03
Suzuki	59507	1.25	74853	1.65
Toyota	258751	5.44	322778	7.11
Volkswagen	5752	.12	9574	.21
Others	3027	.06	1797	.04
Total Other Import Trucks	694981	14.61	870248	19.16
GRAND TOTAL ALL IMPORT TRUCKS	752496	15.82	951077	20.94

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963888

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE

(1) REVISED 10/88 R. L. POLK & CO. R.9-88

(2) REVISED 11/88

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AUTOMIS

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R. L. POLK & CO.

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